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2641
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Donald J. Hejna, Jr.
Serial No.: 09/398,612 Filed: September 16, 1999
Examiner: A. Armstrong Group Art Unit: 2641
Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

Commissioner for Patents
Washington, D.C. 20231

Sir:

Transmitted herewith is a response to the outstanding office action for the above-identified patent application and an extension petition. A filing fee has been paid for thirteen (13) total claims and eight (8) independent claims. There are presently thirteen (13) total claims including nine (9) independent claims. As such, an additional fee of \$42.00 is required.

Respectfully submitted,
Date: February 1, 2002 By: Michael B. Einschlag
Michael B. Einschlag
Reg. No. 29,301
(650) 216-1597
25680 Fernhill Drive
Los Altos Hills, California 94024

Attached:
Extension Petition (with check for \$55.00)
Check for \$42.00 for Additional Filing Fee

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Technology Center 2600

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I hereby certify that this correspondence is being deposited on February 1, 2002 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, Washington, D.C. 20231.

Michael B. Einschlag
Michael B. Einschlag
29,301
Reg. No.

March 1, 2002
Date of Signature



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Donald J. Hejna, Jr.

Serial No.: 09/398,612

Filed: September 16, 1999

For: Method and Apparatus to
Determine and Use Audience
Affinity and Aptitude

Group Art Unit: 2641

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Michael B. Einschlag
Michael B. Einschlag

29,301
Reg. No.

February 1, 2002
Date of Signature

Commissioner for Patents
Washington, D.C. 20231

Sir:

This is in response to the outstanding Office Action mailed October 3, 2001 rejecting claims in the above-identified patent application for which a shortened statutory period of three (3) months ending January 3, 2002 was set in which to respond. An Extension Petition to extend the time for responding from January 3, 2002 by one (1) month to and including February 3, 2002 is attached hereto.